

consumer and receiving data from the first consumer related to
10 said telecommunications survey questions;

identifying means that includes identification
information for the first consumer;

an interactive apparatus responsive to said identifying
means of the first consumer and for presenting interactive
15 survey questions, said interactive apparatus outputting a
benefit receipt convertible to an amount of cash when at least
certain of said interactive survey questions are responded to
by the first consumer; and

storage means for storing said data obtained using said
20 telecommunications survey network and said interactive
apparatus, said storage means also stores data from the first
consumer based on written survey questions that is different
from said data based on said telecommunications survey
questions.

25 Please cancel Claim 15 without prejudice or disclaimer of
the subject matter contained therein.

Please add the following new claims:

Q2 SUB 347 20. A method related to obtaining and using information
from at least a first consumer, comprising:

obtaining information for at least a first consumer from
at least one of written survey questions and
5 telecommunications survey questions;

receiving interactive information for at least the first
consumer using an interactive apparatus and identification
information input by the first consumer, at least some of said
interactive first consumer information being different from
10 said first consumer information obtained during said obtaining
step;

generating a coupon related to a first product using at
least one of said interactive first consumer information, said
written survey questions and said telecommunications survey
15 questions, wherein said coupon can be redeemed when the first
product is purchased; and

providing a consumer benefit receipt, different from said
coupon, to the first consumer for providing at least one of
the following: said interactive first consumer information,
20 and said first consumer information obtained from at least one
of said written survey questions and said telecommunications
survey questions.

21. A method, as claimed in Claim 20, wherein:

said receiving step includes inputting an identification
card to said interactive apparatus related to supplying said
identification information.

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22. ~~A system for providing different consumer benefit receipts, comprising:~~

first means for obtaining at least first consumer information using at least one of telecommunications survey questions and written survey questions;

an interactive apparatus for receiving interactive information for at least a first consumer that is identified to said interactive apparatus using identifying information;

a coupon related to a first product, wherein said coupon can be redeemed when the first product is purchased;

second means for generating said coupon using at least one of said interactive information and said first consumer information;

a consumer benefit receipt provided to the first consumer based on said interactive information received from the first consumer using said interactive apparatus; and

third means for redeeming said coupon when the first product is purchased.

23. A system, as claimed in Claim 22, wherein:

said consumer benefit receipt is a reward exchangeable for cash or its equivalent.